

Impact Evaluation

Activity Name: The Business Case for Breastfeeding						Short Term Outcome Number: 1.14.2
SMART Objective: By June 30, 2011, increase the proportion of downtown employers with supportive breastfeeding policies from 0% to 7% in X County.						
Target Population: How many women will be impacted by this policy change? How many children? Disparate populations?						
Target Group: How many businesses are in the downtown area? How many in the county? Disparate populations?						
Impact Indicators	Data Sources	Data Collection	Timeframe	Data Analysis	Communication Plan	Staff Assigned
<p>1. Proportion of major local employers contacted who were interested in breastfeeding support policies.</p> <p>2. Proportion of major local employers with supportive breastfeeding policies.</p>	Indicators 1 and 2: Spreadsheet/ call log of major local businesses	Indicators 1 and 2: Intern will contact businesses and update the spreadsheet weekly	<p>Indicator 1: Fall 2010</p> <p>Indicator 2: By June 30, 2011.</p>	<p>1. Number of major area employers who expressed interest divided by the total number of downtown employers contacted.</p> <p>2. Compare proportion of businesses with supportive breastfeeding policies at end of year with baseline and stated objective.</p>	<i>Monthly reports to KDHE and Semi-annual and Final reports to KDHE.</i>	...